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Application Serial No. 09/592,618
Attorney Docket No. 00-012**CLAIM AMENDMENTS
CLEAN FORM**

Please CANCEL claims 58, and 65 – 80, without prejudice or disclaimer.

Please SUBSTITUTE the following claims for the pending claims of the same number:

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1. (AMENDED) A method for conducting a transaction, comprising:
 - receiving information relating to a first transaction;
 - determining a benefit, said benefit based at least in part on said information;
 - determining a price for said benefit;
 - charging the price to a customer associated with the first transaction; and
 - applying said benefit during a second transaction.
 2. (AMENDED) The method of claim 1, further comprising at least one of the following:
 - retrieving benefit information;
 - offering said benefit for sale at said price;
 - receiving an indication of a purchase of said benefit; and
 - receiving an indication of the customer's agreement to purchase said benefit.
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13. (AMENDED) The method of claim 1, wherein said price comprises at least one of the following:
 - a monetary amount;
 - a non-monetary amount;
 - a commitment from the customer to complete a designated qualifying action;
 - an agreement by the customer to complete a future transaction;
 - an agreement by the customer to purchase a product or service during said transaction;
 - an agreement by the customer to purchase a product or service at a designated retailer;

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an agreement by the customer to purchase a product or service by a specific date;
an agreement by the customer to purchase a product or service within a specific period of time;
an agreement by the customer to accept a cross subsidy; and
an agreement by the customer to use a designated financial account during a future transaction.

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15. (AMENDED) The method of claim 14, wherein said qualifying action comprises at least one of the following:

a requirement that the customer purchase at least one of an identified product;
a requirement that the customer purchase at least one of an identified service;
a requirement that the customer complete a future transaction at a designated retailer;
a requirement that the customer complete a future transaction by a designated time; and
a requirement that the customer conduct a specific future transaction.

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18. (AMENDED) The method of claim 1, wherein said transaction information includes at least one of the following:

a customer identifier;
a group identifier;
a benefit identifier;
a customer device identifier;
preference information for the customer;
credit history of the customer;
characteristics of the customer;
information regarding the customer's brand loyalty;
information regarding the customer's brand indifference;
a retailer device identifier;
a product identifier;
a service identifier;
an amount of change due the customer as a result of said transaction;

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product quantity information;
a price for a product; and
a price for a service.

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20. (AMENDED) The method of claim 1, wherein said information relating to the first transaction is received by at least one of the following:

the customer;
a customer device;
a controller;
a retailer; and
a retailer device.

21. (AMENDED) The method of claim 1, wherein said information relating to the first transaction is received from at least one of the following:

the customer;
a customer device;
a controller;
a retailer; and
a retailer device.

23. (AMENDED) The method of claim 1, wherein said benefit is based at least in part on at least one of the following:

a customer identifier;
a group identifier;
a benefit identifier;
preference information for the customer;
credit history of the customer;
a characteristic of the customer;
customer demographic information;
a history of the customer at a retailer;
information regarding the customer's brand loyalty;

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information regarding the customer's brand indifference;
a product;
a service;
a previously determined benefit;
a previously determined but unredeemed benefit;
a previously determined price for a previously determined benefit;
a total of a plurality of previously determined benefits;
a quantity of a product in inventory;
a subsidy amount;
brand-loyalty of the customer;
brand-indifference of the customer;
an amount of change due a customer as a result of said transaction;
product quantity information;
a price for a collection of products;
a price for a collection of services;
a price for a product; and
a price for a service.

24. (AMENDED) The method of claim 1, further comprising:
providing a receipt to the customer.

30. (AMENDED) A method for conducting a transaction, comprising:
receiving transaction information;
determining a benefit and a qualifying action associated with said benefit, said
benefit based at least in part on said transaction information;
determining a price for said benefit;
selling said benefit at said price to a customer associated with the transaction
information; and
applying said benefit during a future transaction.

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Q13 32. (AMENDED) The method of claim 30, further comprising at least one of the following:

- providing an indication of said benefit;
- providing an indication of said price;
- receiving an acceptance of said benefit; and
- imposing a penalty if the customer does not complete a specific transaction.

Q14 41. (AMENDED) The method of claim 30, wherein said qualifying action comprises at least one of the following:

- a requirement that the customer purchase at least one of an identified product;
- a requirement that the customer purchase at least one of an identified service;
- a requirement that the customer complete a future transaction at a designated retailer;
- a requirement that the customer complete a future transaction by a designated time; and
- a requirement that the customer conduct a specific future transaction.

Q15 47. (AMENDED) A method for conducting a transaction, comprising:

- conducting a transaction for a purchase of a first service;
- determining a benefit during said transaction, said benefit associated with a future purchase of a second service and having an associated price;
- providing, to a customer associated with the transaction, said benefit at said price during said transaction, thereby charging the price to the customer; and
- applying said benefit during said future purchase.

Q16 49. (AMENDED) A method for conducting a transaction, comprising:

- conducting a transaction for a purchase of a first product;
- determining a benefit during said transaction, said benefit associated with a future purchase of a second product and having an associated price;

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providing, to a customer associated with the transaction, said benefit at said price during said transaction, thereby charging the price to the customer; and applying said benefit during said future purchase.

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51. (AMENDED) A method for conducting a transaction, comprising:
receiving information relating to a first transaction;
determining a benefit, said benefit based at least in part on said information and having an associated price;
providing, to a customer associated with the first transaction, said benefit at said price during said first transaction, thereby charging the price to the customer; and
applying said benefit during a second transaction, wherein said benefit is applicable by the customer during said second transaction only if said customer has completed a qualifying action associated with said benefit.

52. (AMENDED) A method for conducting a transaction, comprising:
receiving information relating to a first transaction;
determining a benefit, said benefit based at least in part on said information and having an associated price;
selling, to a customer associated with the first transaction, said benefit at said price during said first transaction, thereby charging the price to the customer; and
applying said benefit during a second transaction, wherein said benefit is applicable by the customer during said second transaction only if at least one of a designated product or service is purchased during said second transaction.

53. (AMENDED) A method for conducting a transaction, comprising:
receiving information associated with a first transaction;
establishing a benefit having a first price;

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selling, to a customer associated with the first transaction, said benefit for said first price during said first transaction, thereby charging the first price to the customer; and
applying said benefit during a second transaction.

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59. (AMENDED) A method for conducting a transaction, comprising:
determining at least one product being purchased by a customer during a first transaction;
determining a price for said at least one product being purchased during said first transaction;
offering said customer an opportunity to purchase said at least one product during a second transaction at said price;
receiving an acceptance of said offer from said customer;
receiving, from said customer, a payment for the opportunity; and
allowing said customer to purchase said product during said second transaction for said price.

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63. (AMENDED) A method for conducting a transaction, comprising:
determining at least one product being purchased by a customer during a first transaction;
determining a price for said at least one product being purchased during said first transaction;
providing said customer a benefit during said first transaction, wherein said benefit allows said to purchase said at least one product during a second transaction at said price;
charging said customer for a cost of the benefit; and
allowing said customer to purchase said product during said second transaction for said price.

64. (AMENDED) A method for conducting a transaction, comprising:

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determining at least one product being purchased by a customer during a first transaction;

determining a first price for said at least one product being purchased during said first transaction;

providing said customer a benefit for a second price during said first transaction, wherein said benefit allows said to purchase said at least one product during a second transaction at said first price;

charging the second price for the benefit to the customer; and

allowing said customer to purchase said product during said second transaction for said first price.

Please **ADD** the following new claims 81 – 87:

81. (NEW) A method comprising:

determining a first price for which a first unit of a product is being purchased as part of a first transaction at a point of sale terminal;

determining a benefit, in which the benefit comprises a guarantee that no more than the first price for a second unit of the product will be charged if the second unit of the product is purchased as part of a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a second price; and

charging a customer that is purchasing the first unit of the product for the second price if the customer accepts the offer.

82. (NEW) The method of claim 81, further comprising:

outputting, to the customer, a document that entitles the customer to be charged the first price for a second unit of the product.

83. (NEW) The method of claim 82, further comprising:

receiving the document from the customer during a second transaction.

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84. (NEW) The method of claim 83, further comprising:
determining a current shelf price for the second unit of the product; and
charging the customer, for the second unit of the product, the lesser of the current shelf price and the first price.

85. (NEW) A method comprising:
determining a purchase total for a first transaction being conducted at a point of sale terminal, the transaction including a plurality of products;
determining a benefit, in which the benefit comprises a guarantee that an amount that is not greater than the purchase total will be charged for the plurality of products during a second transaction;
outputting, at the point of sale terminal, an offer to sell the benefit for a price; and
charging the price to a customer participating in the first transaction if the customer accepts the offer.

86. (NEW) A method comprising:
determining a purchase total for a first transaction being conducted at a point of sale terminal;
determining an amount of savings received by a customer participating in the first transaction;
determining a benefit, in which the benefit comprises a guarantee that no less than the savings will be received by the customer during a second transaction;
outputting, at the point of sale terminal, an offer to sell the benefit for a price; and
charging the price to the customer if the customer accepts the offer.

87. (NEW) The method of claim 86, wherein the guarantee comprises a guarantee that no less than the savings will be received by the customer during a second transaction if the customer purchases the same products in the second transaction as are included in the first transaction.